Branding Strategy
WORKBOOK

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WELCOME

I'm glad to have you here.

I can imagine some reasons as to why you've ended up here: you're curious to see what this is about; you're building your brand and free resources are very welcome; you have a business but you feel like there's something missing; you're struggling with how your brand looks; you feel misaligned with your brand; you think your business is not reaching as it should.

My purpose with this workbook is to bring clarity to your process. On my journey I've encountered and tested similar exercises to the ones below. And it's thanks to that plus the data I've collected from working with my clients that I believe to have refined this process so it's as objective as possible.

Branding is the essence of a business. A unique and individual process that will help you distinguish yourself not only to your audience, but to you as well.
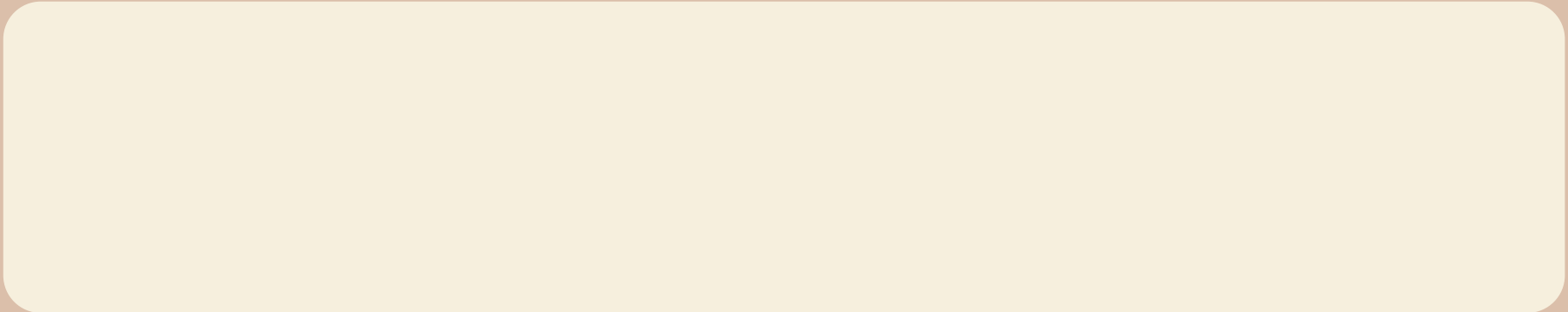
Big love,
Gabie Godoy
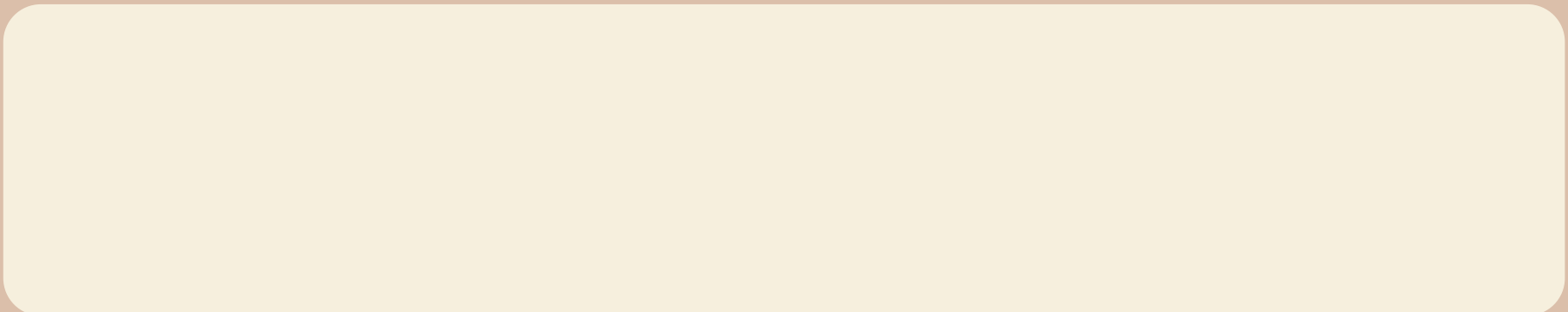
A sustainable branding strategy is consistent, coherent and clear.
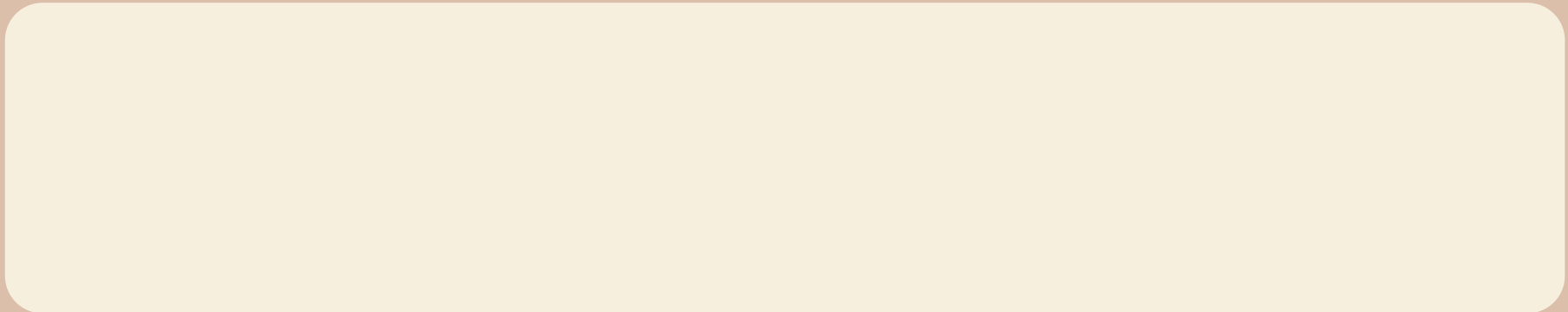
{ YOU }

Summarize your business, what are your key offers?
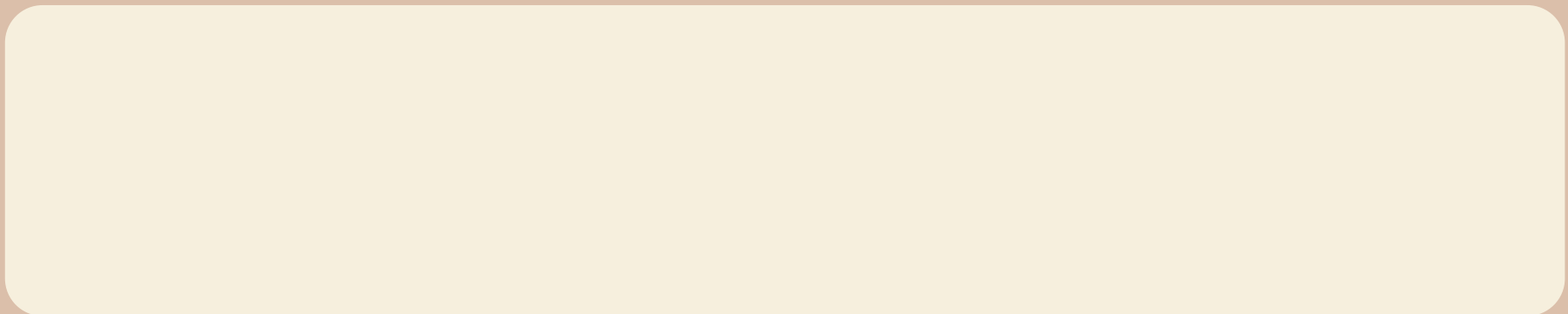
How did you start your business? If using a made-up name, what is the meaning behind it?

Tell me some things about your ideal future in 5 years from now (where you want to live, lifestyle, working hours...)

What are your biggest challenges currently?

Your core values will build trust and create an authentic connection.

{ YOUR VALUES }

What are some ways that you currently enjoy giving value to people? Not ways that you would like to, ways that you already do.

And what is it that you like ABOUT these things that you enjoy? Not the task itself, but some general quality of the task.

List a minimum of 3 non-negotiable values for your business and give one example of how they would play out in your business.

Clean cooking
(non-negotiable value)

→ When creating recipes, they will always be done with whole foods, so no additives, preservatives, processed, seed oils, etc.
(key decision)

No one knows more about you and your values than yourself, although it's not uncommon that these thoughts, ideas and understandings exist as dispersed words and abstract feelings floating above our heads. On that account by getting clear with the purpose of your brand and what you stand for, you end up with two useful tools in your hands 1) a strong structure you can always go back to whenever you feel lost or demotivated and, 2) a more skillful mean to deliver an authentic and unique narrative to your audience.

And even though there might come a time when you find the need to reestablish your value system, it's important that it exists in the first place. This system becomes the catalyst for discernment when it comes to choosing what type of content you should be creating and how you can turn it into a sustainable strategy. Adding value to people doesn't have to be a hassle, it can be a fulfilling experience even if it involves time and dedication on your end.

People have an incredible sense of loyalty with what or who they deem worthy of trust

{ YOUR AUDIENCE }

What is important to them?

....

....

Which brands do they buy from?

....

....

What type of language do they use?

☐ casual

☐ young

☐ mature

☐ humorous

☐ other:

What socials are they on? (IG, Tiktok, YT, etc)

....

....

How can you help them with their key struggles? How might their current solutions and/or lifestyle be failing them.

....

....

....

What do you have in common with them?

....

....

....

If your brand is targeting a specific demographic

What is their age, income, gender, education, marital status and do they have kids? What do they do for a living? How far along are they in their career? Are they self-employed?

Create a persona

Based on all answers above create an avatar of that is the average of your main audience. Give them a name and a story.

Through social media it's possible to create a sense of closeness that, although fabricated, does what it's supposed to do: it diminishes the separation layers between you, your brand and your audience. You are directly speaking and impacting someone's life. Chances are without socials you might've never had the opportunity of connecting with this person at all!

Which is why being specific towards your audience can really hit the core. Writing for a niche aids the process of creating culture— meaning you create an authentic connection with people. And like I've said many times before, people establish long-term relationships with culture. Don't underestimate the power of the micro.

observe and open your critical eye.

{ COMPETITORS }

Provide 3 examples of people/accounts that you like and 3 examples that you don't. Tell at least one main reason for each.

Like	**Dislike**

From the accounts that you like, how are they presenting their image/photography? Are they casual, professional or perhaps a mix of both?

What about their written content/captions, are they short, medium sized or long? What style of language do they use?

What kind of content do they share on their stories (if any)?

What socials are they on? (instagram, facebook, youtube, their own apps, tiktok, etc.)

Know your enemies and destroy them. Haha, all jokes aside, it's important to know your competitors really well, the big ones and the smaller ones. You can learn a lot about what's working and what isn't by critically analyzing their content and strategies. Turn your competitors into an observational class, is there room for improvement? Can something be taken into a different direction? Some competitors might have great visuals and graphics, but lack actual quality content. Others invest more time in creating videos, reels and barely use graphics.

Pay attention to how they interact with their audience and vice versa, are people having actual discussions in the comment section or are they filled with emojis? Has competitor A created an environment where people feel comfortable sharing their own experiences and ideas? How? Are they asking questions and are these questions being answered?

your voice should sound natural to you

your voice should sound natural to you

your voice should sound natural to you

{ IDENTITY }

Choose 6 words that you think best represent who you and your business are.

Choose 3 words that you would like people to associate with you immediately.

Provide 3 examples of people/accounts that aesthetically align with you and 3 that don't. Briefly explain why for each.
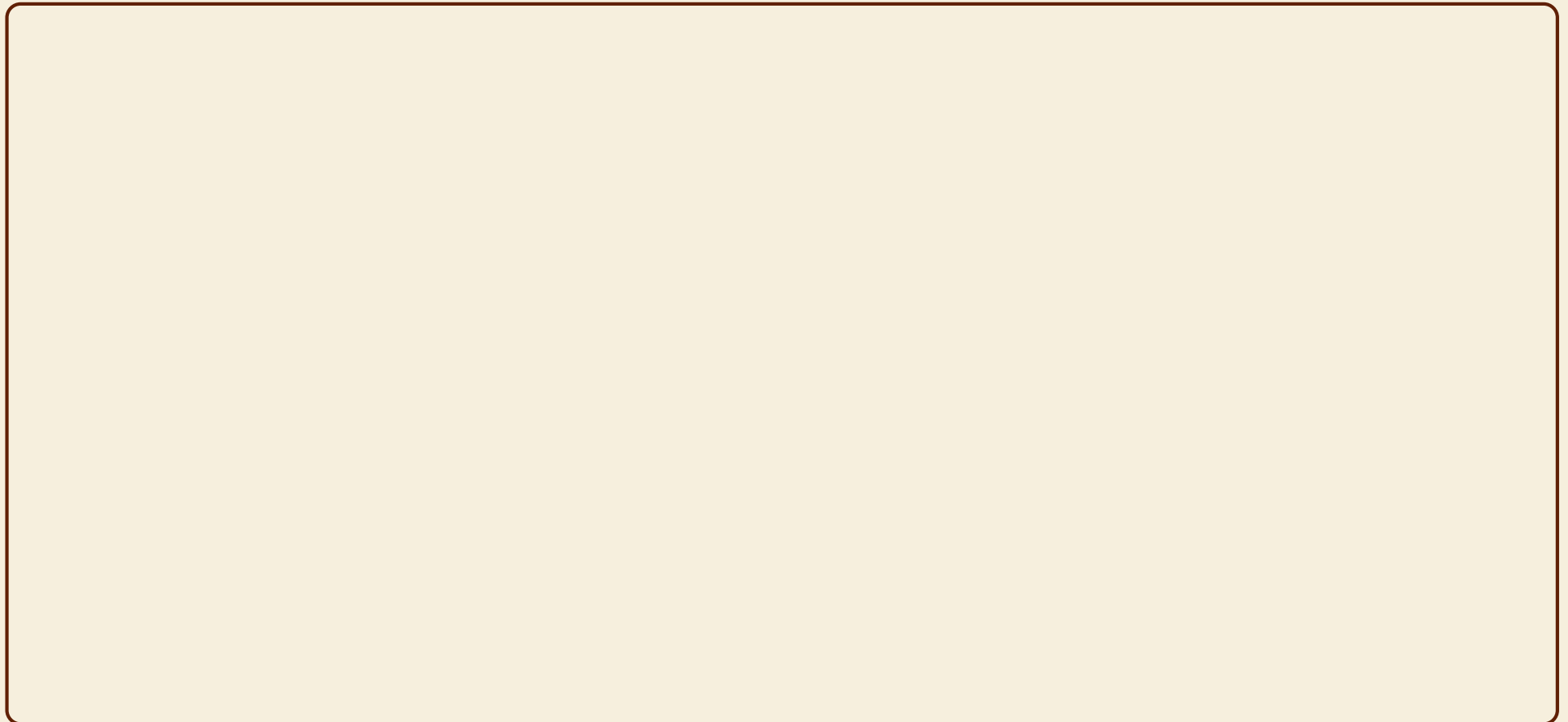
Like

Dislike

I strongly believe in the psychology of colors and the first feelings that are conveyed through them. In my branding process the words chosen by my clients are of key importance when it comes to establishing the creative concept that will be the foundation of the visual strategy. Plus the system of identification + verbalization of aesthetically pleasing accounts is also highly beneficial to the process.

While green can represent health, hope, nature, growth, prosperity and so on, there are hundreds of different shades of green and the respective feelings they evoke. Sage, olive, juniper, lime, fern, all hex codes in between and more. This research helps you grasp just which strand to follow. It's important to note that this section speaks of aesthetics only, not content. This is an unattached visual process, you can include accounts from within your industry, but that's not an obligation!

With everything you have answered so far, how do you think you can stand out from your competitors? What changes do you need to make in order to take your business towards your vision?

cheers! cheers!

Thank you so much for download my Brand Strategy Workbook! If it brings you any type of clarity, no matter how significant, then I have done my job well.

If you'd like to work together with me to turn your answers into a sustainable strategy, be it for your website or social media presence.

Or if you have any further questions, **don't be shy to reach out!**

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Big love,

Gabie Godoy

cheers! cheers!